



How to Sell More with Database Mailers

Direct mail and database mailing have a bad rap, it's true. But done right, they give you one more great way to get patients who want to buy from you to an in-house event. Your MedPB practice advisor will show you how.

Resource - [How to Increase Appointments with Database Mailers](#)

What you need:

- Review your MedPB marketing plan.
- Compile a list of 500 or more patients who you sold to 3 or more years ago.
- Write a personal letter written around a new hearing aid or upgrade offer. We have samples.
- Schedule a time-limited event at your office with a manufacturer rep. We can help you work with the reps.
- Find a direct mail service you can trust. We can suggest a few.
- Give the list of attendees to your front desk and a script to use to call patients to get them to register for the event.
- Block out time for your front desk to make followup calls after the event!
- Prepare your providers for the event.
- Determine a way of tracking results.
- Open a bigger bank account to hold all the money you'll make.

Question	Answers
How big is your list of qualified patients (3 years or older)?	
What is that worth to you in sales? Assuming 5% mailer to attendance, schedule 80% and sell 50%	Hint: 2% times the number of qualified patients times average ASP = \$?

What are your revenue goals from the database mailers?	
Who is, or should be, in charge of your database mailers?	
Do you have a letter to use or do you need samples to review and repurpose?	
Who is the direct mail service you are confident can do the job? Do you need suggestions of ones we trust?	
What's the event? Reference your MedPB marketing plan for ideas.	
Which manufacturing rep do you want to be part of the event?	
What is the date of the event?	
Does your front desk have a followup script to use and are they proficient in using it?	
Have you worked with your front desk to block out time for followup calls in the week following the event?	
How will you prepare your providers for the event?	
How will you track the number of times (out of 7) needed to schedule patients?	
What are you doing, once a call is scheduled to ensure patients show up for their appointment? <ul style="list-style-type: none"> - Phone - Email - Text 	
How are you tracking the number of appointments set and the dollar value of sales from database mailers?	

Next Steps

- 1.
- 2.
- 3.